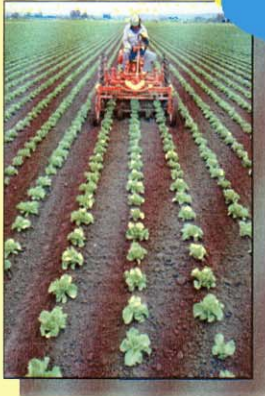


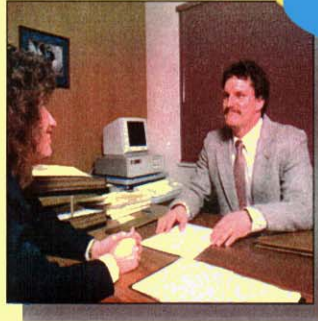
Climate Data Are Used In Every Aspect Of Our National Economy

AGRICULTURE



★ Study effects of climate variations on crop yields, determine optimal geographic locations for crop types, and plan for applications of herbicides and pesticides.

FINANCIAL



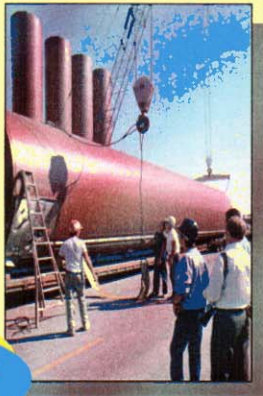
★ The Weather Financial Instruments community formulate and trade weather derivative contracts. Commodity exchanges, brokerage firms, and money center banks utilize drought, degree day and flood data to minimize losses in financial transactions.

ARCHITECTURAL DESIGN



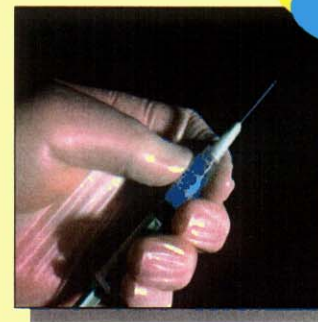
★ Provide guidance in the design of buildings and structures to conform to established design requirements.

CONSULTANTS & ENGINEERS



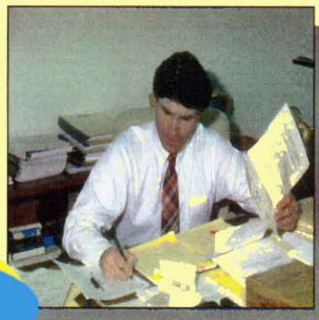
★ Provide guidance to engineering, marine, and architectural firms in the design and construction of airports, port facilities, highway and dam projects, and electrical power plants.

MEDICAL



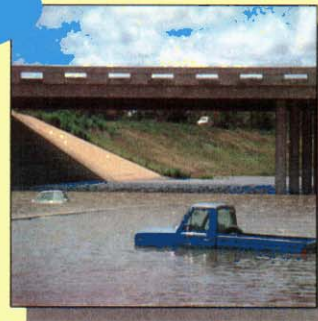
★ Conduct research for possible correlations between climate and diseases/physical disorders.

LITIGATION



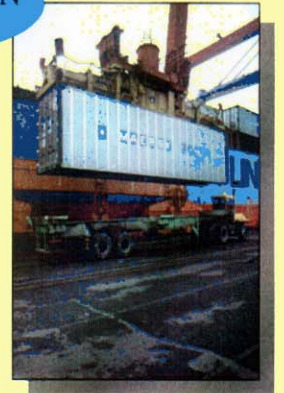
★ Settle legal disputes to assure the continued operation and growth of business and industry.

INSURANCE INDUSTRY



★ Settles weather related disaster claims and provides casualty coverage for entertainment/sports events.

TRANSPORTATION COMPANIES



★ Expedite transport of perishable goods and determine favorable air, sea, and land routes for transport of goods and commodities.

MANUFACTURERS



★ Determine impact of weather/climate on product sales, develop optimum marketing strategies, and determine locations and climate conditions for product testing.

COMMUNICATIONS INDUSTRY



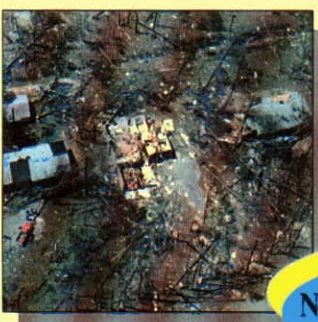
★ Assist with meteorological verification, plan for motion picture and television filming activities, and conduct microwave attenuation studies for tower planning.

PUBLIC UTILITIES



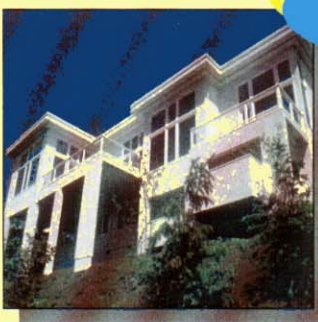
★ Determine levels of electrical/gas demand, compute rate adjustments, research alternative energy sources, and conduct air pollution studies.

NATURAL HAZARDS/ MITIGATION



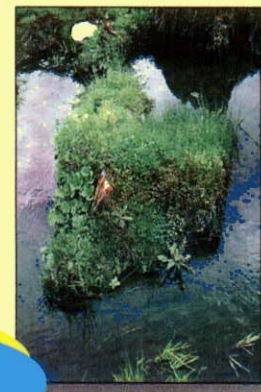
★ Tracks and analyzes weather extremes and events. These summaries are used in disaster mitigation efforts.

HOUSING & REAL ESTATE



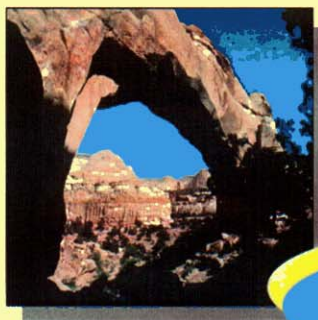
★ Determine construction deadline penalties/extensions, and assist in site selection for resort and retirement developments.

WATER RESOURCES



★ Hydrologists monitor precipitation runoff rates and forecast environmental effects on the watershed. Army Corps of Engineers and Bureau of Reclamation scientists manage flood control projects.

TRAVEL & RETIREMENT



★ Assist by providing meteorological and climate information for areas of interest.

... and
many
others